

Business Model 4: Accessibility & Equality

Description



A business model, broadly defined, refers to the ways in which the various inputs and resources available to the organisation are combined and exploited to create value. Value does not simply mean financial returns but also embraces value to society as a whole and value as seen by funders.

This is part of a short series of resources on the way in which lecture capture can fit into institutional business models. Business models can be combined to provide more comprehensive justifications.

Resource Summary

Topic: Accessibility & Equality

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Target audience: University senior managers, policy makers.

Keywords: Strategy; policy; value

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Key drivers

- Need to justify institutional investment
- Extending the market to groups of customers who may be more difficult to serve effectively
- University missions to widen access
- Student retention

Lecture capture benefits

- Captured lectures are a useful aide for students whose first language is not English or who find it difficult to learn from lectures
- Ability to fill in when lectures are missed
- Enables better revision of lecture material
- Potentially valuable resource for students with a disability
- Provides a more level playing field for students

Institutional preparation/requirements

The emphasis here is on social and public value rather than the immediate financial benefits, although these may also be realised. However this model may well require an institutional-level implementation of lecture capture so as to avoid the possibility that internal inequalities emerge (captured lectures are available to some students but not others). The model also helps a market extension strategy, that is “selling” the same product (course) to groups of new customers outside a university’s traditional market. For example, for some universities this could be work-based learners for others it maybe students who are less able to benefit from conventional lectures.

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